

# United States Department of the Interior

## BUREAU OF LAND MANAGEMENT

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In Reply To:

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To: State Management Team

From: Director, External Affairs

Subject: News Clips

The news media is a powerful force that is a key element as perceptions are formed. People often base their impressions of BLM on what they see in the media, so it is important that we follow our state and local newspapers and know how we are being portrayed. To help accomplish this goal, the EA staff prepares and distributes clip packages to the field offices and the WO two or three times a week.

The EA staff reviews and clips the *Billings Gazette* and *Great Falls Tribune* daily, but we do not have a clipping service and depend on field offices to monitor their local newspapers. Clips from magazines and professional journals are also welcome. Any article that pertains to BLM should be clipped and sent to EA as soon as possible. Articles of particular urgency should be faxed to EA at 406-896-5290.

If you have not done so, please designate someone on your staff to regularly review and clip your local paper(s) and forward pertinent articles to EA. If you already have a designated individual, please take a moment to re-emphasize the importance of this task. If you have any questions, please contact Ann Boucher at 406-896-5011.

Signed by: Greg Albright, Acting

Authenticated by: Ann Boucher